

Rep Order# 9820492 Ver# 5 Status Revised
EC'd Yes

Traffic Order# 56978

Printed: 09/19/2012 1:21 PM
Last Received: 09/19/2012 12:10 PM
Showing Buylines: All Rep & Sta Revised Lines

2 of 3

Station WKRC-TV CINCINNATI, OH
Advertiser () POLITICAL
Product BROWN 4 SENATE
Estimate#
Buyer MIKE DETTORE
Phone#
Fax#

Agency () SHORR JOHNSON MAGNUS
1831 CHESTNUT ST #602
PHILADELPHIA, PA 19103
Agency C/P1/P2/E
Flight Dates 09/18/2012 - 09/24/2012
Hiatus Weeks

Rep Firm
Sales Office () WASHINGTON
Salesperson () ALEXANDRA BRADLEY
Salesperson Phone# 202-955-5342
Salesperson FAX# 202-955-5348

--- CONTRACT COMMENT ---

*****NONDISCRIMINATION***** PARAGRAPHS 49 AND 50 OF THE UNITED STATES FEDERAL COMMUNICATIONS COMMISSION'S REPORT AND ORDER NO. 07-217 PROVIDES THAT BROADCAST STATIONS' ADVERTISING CONTRACTS WILL NOT DISCRIMINATE ON THE BASIS OF RACE OR ETHNICITY, AND MUST CONTAIN NONDISCRIMINATION CLAUSES. CONSISTENT WITH THIS ORDER, KATZ COMMUNICATIONS, INC. (INCLUDING ANY SUBSIDIARY OR DIVISION OF KATZ) DOES NOT DISCRIMINATE IN ANY BROADCAST ADVERTISING CONTRACT ON THE BASIS OF RACE OR ETHNICITY AND EVALUATES, NEGOTIATES AND COMPLETES ITS BROADCAST ADVERTISING CONTRACTS WITHOUT REGARD TO RACE OR ETHNICITY.

--- REMARKS ---

REVISED ORDER. NOTE-CHANGES OK. PLS CNF

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
---	---	---	---	-----	---	---	---	---	---	---	---	---
	*1	TU-F,M	7A-8A	EARLY SHW	:30	\$125.00	09/18-09/24	2	1	2	\$250.00	
				Sales Remark: V5 3X NA								
				V5 Comment Changed, Spots/week Changed								
	*13	SA	105A-205A	CLOSER	:30	\$100.00	09/22-09/22	2	1	2	\$200.00	
				Sales Remark: V5 MKGD								
				V5 Added								
	*14	TH-F	1230A-135P	135P-135A LATE	:30	\$150.00	09/20-09/21	1	1	1	\$150.00	
				Sales Remark: V5 MKGD								
				V5 Added								
	*15	TH-F	430A-459A	NEWS	:30	\$25.00	09/20-09/21	1	1	1	\$25.00	
				Sales Remark: V5 MKGD								
				V5 Added								

---REPORT TOTALS---

Report Totals: 6 / \$625.00

---SALES MONTHLY TOTALS---

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Salesperson Phone# 202-955-5342
Salesperson FAX# 202-955-5348

Sep 12: 39 / \$24,950.00
Sales Totals: 39 / \$24,950.00
Station Totals: 39 / \$24,950.00
Lines not sent/rcld/rtrn: 0 / \$0.00

---COMPETITIVE---

Market Totals	\$106,670	CABL	0%	EKRC	0%	UNKN	0%	WBQC	0%	WCPO	35%
		WKRC	23%	WLWT	26%	WSTR	0%	WXIX	14%		

Books null
Demos RA35+

Rep Order# 9820492 Ver# 4 Status Returned
EC'd Yes

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1 of 2

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--- REMARKS ---

mg for line 1 sat 9/22 2x @ 100. 105-205a closer & th/fr
9/20-21 1235-135a 6/20-21 1x @ 150. late late show
& fri 430-5a news 9/21 1x @ 25. 430a news needs to be
booked on thurs log
t/r
lynda/jim

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
---	---	---	---	-----	---	---	---	---	---	---	---	---
	*1	TU-F,M	7A-8A	EARLY SHW	:30	\$125.00	09/18-09/24	5	1	5	\$625.00	
		Station Remark: V4 3x na w/o 9/17 no time combo \$ mg in remarks										

---REPORT TOTALS---

Report Totals: 5 / \$625.00

---SALES MONTHLY TOTALS---

Sep 12: 38 / \$24,950.00
Sales Totals: 38 / \$24,950.00
Station Totals: 38 / \$24,950.00
Lines not sent/rcld/rtrn: 0 / \$0.00

---COMPETITIVE---

Market Totals	\$106,670	CABL 0%	EKRC 0%	UNKN 0%	WBQC 0%	WCPC 35%
		WKRC 23%	WLWT 26%	WSTR 0%	WXIX 14%	

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Rep Firm
Sales Office () WASHINGTON
Salesperson () ALEXANDRA BRADLEY

Salesperson Phone# 202-955-5342
Salesperson FAX# 202-955-5348

Books null
Demos RA35+

Connell II, Jim

From: dmcullah@wkrc.com
Sent: Tuesday, September 18, 2012 2:53 PM
To: Connell II, Jim; Williams, Lynda
Subject: Spot - Preempt: Sherrod Brown for Senate - 56978

Station: WKRC-TV

Order Information:

Order #: 56978
Order Total: \$24,950.00
Agency: Shorr Johnson Magnus
Advertiser: Sherrod Brown for Senate
Product: BROWN 4 SENATE
Alternate Order #: 09820492
Flight Dates: 09/18/12 - 09/24/12
Demo: Adults 35+

Sales Information: Millennium Washington DC, Millennium, National

The following spot(s) have been preempted:

Preempted Spot Information (56978-1-3):

Rate: \$125.00
Air Date: Fri 09/21/12
Eligible Days: MTWTF---
Inventory Code: CBS This Morning
Inventory Description: CBS Morning News
Inventory Code Time: 7:00 AM-8:00 AM
Spot Type: NM
Restricted: Earliest start: 7:00:00 AM, Latest end: 8:00:00 AM
Length: :30
Channel(s): [1] WKRC
Priority: Preemptible w/o Notice
Preempt Reason: No Avail

2x Sat 1-2A @ \$1000 9/20
1x Th-Fri 12:30-1:30 PM
9/20-9/21 @ 150 E 9/21 @ 25
1x Fri 4:30-5A or 9/21 @ 25
(Combine w/ spots:
56978-1-4
56978-1-5)

Connell II, Jim

From: dmcullah@wkrc.com
Sent: Tuesday, September 18, 2012 1:57 PM
To: Connell II, Jim; Williams, Lynda
Subject: Spot - Preempt: Sherrod Brown for Senate - 56978

Station: WKRC-TV

Order Information:

Order #: 56978
Order Total: \$24,950.00
Agency: Shorr Johnson Magnus
Advertiser: Sherrod Brown for Senate
Product: BROWN 4 SENATE
Alternate Order #: 09820492
Flight Dates: 09/18/12 - 09/24/12
Demo: Adults 35+

Sales Information: Millennium Washington DC, Millennium, National

The following spot(s) have been preempted:

Preempted Spot Information (56978-1-4) :

Rate: \$125.00
Air Date: Wed 09/19/12
Eligible Days: MTWThF----
Inventory Code: CBS This Morning
Inventory Description: CBS Morning News
Inventory Code Time: 7:00 AM-8:00 AM
Spot Type: NM
Restricted: Earliest start: 7:00:00 AM, Latest end: 8:00:00 AM
Length: :30
Channel(s): [1] WKRC
Priority: Preemptible w/o Notice
Preempt Reason: No Avail

Connell II, Jim

From: dmcullah@wkrc.com
Sent: Tuesday, September 18, 2012 3:34 PM
To: Connell II, Jim; Williams, Lynda
Subject: Spot - Preempt: Sherrod Brown for Senate - 56978

Station: WKRC-TV

Order Information:

Order #: 56978
Order Total: \$24,950.00
Agency: Shorr Johnson Magnus
Advertiser: Sherrod Brown for Senate
Product: BROWN 4 SENATE
Alternate Order #: 09820492
Flight Dates: 09/18/12 - 09/24/12
Demo: Adults 35+

Sales Information: Millennium Washington DC, Millennium, National

The following spot(s) have been preempted:

Preempted Spot Information (56978-1-5):

Rate: \$125.00
Air Date: Thu 09/20/12
Eligible Days: MTWTF----
Inventory Code: CBS This Morning
Inventory Description: CBS Morning News
Inventory Code Time: 7:00 AM-8:00 AM
Spot Type: NM
Restricted: Earliest start: 7:00:00 AM, Latest end: 8:00:00 AM
Length: :30
Channel(s): [1] WKRC
Priority: Preemptible w/o Notice
Preempt Reason: No Avail

Spot Manager: All, 09/18/12-09/24/12



Date	Weekday	Air Time	Length	Rate	Ad-ID	Inv. Code (Booked)	Time Period	Order Product Description	Estimate #	Priority	Spot #	AE
Advertiser: Sherrod Brown for Senate												
Agency: Shorr Johnson Magnus												
Station: WKRC-TV												
Order: 56978												
Line: 1												
09/18/12	Tuesday	7:37:23 AM	:30	\$125.00	OHSB-T	CBS This Morning	(7:00:00 AM-8:00:00 AM)	BROWN 4 SENATE		P-3	1	MWASH-
09/24/12	Monday	5:58:25 AM	:30	\$125.00		CBS This Morning	(7:00:00 AM-8:00:00 AM)	BROWN 4 SENATE		P-3	2	MWASH-
											2	
Line: 2												
09/18/12	Tuesday	3:45:09 AM	:30	\$125.00	OHSB-T	CBS This Morning	(8:00:00 AM-9:00:00 AM)	BROWN 4 SENATE		P-3	2	MWASH-
09/19/12	Wednesday	3:29:11 AM	:30	\$125.00	OHSB-T	CBS This Morning	(8:00:00 AM-9:00:00 AM)	BROWN 4 SENATE		P-3	4	MWASH-
09/20/12	Thursday	3:23:30 AM	:30	\$125.00		CBS This Morning	(8:00:00 AM-9:00:00 AM)	BROWN 4 SENATE		P-3	3	MWASH-
09/21/12	Friday	3:24:00 AM	:30	\$125.00		CBS This Morning	(8:00:00 AM-9:00:00 AM)	BROWN 4 SENATE		P-3	5	MWASH-
09/24/12	Monday	3:46:05 AM	:30	\$125.00		CBS This Morning	(8:00:00 AM-9:00:00 AM)	BROWN 4 SENATE		P-3	1	MWASH-
											5	
Line: 3												
09/18/12	Tuesday	5:12:25 PM	:30	\$350.00	OHSB-T	5p Local 12 News at Fiv	(5:00:00 PM-5:30:00 PM)	BROWN 4 SENATE		P-3	1	MWASH-
09/19/12	Wednesday	5:48:48 PM	:30	\$350.00	OHSB-T	5p Local 12 News at Fiv	(5:00:00 PM-5:30:00 PM)	BROWN 4 SENATE		P-3	3	MWASH-
09/20/12	Thursday	5:27:35 PM	:30	\$350.00		5p Local 12 News at Fiv	(5:00:00 PM-5:30:00 PM)	BROWN 4 SENATE		P-3	4	MWASH-
09/21/12	Friday	5:20:32 PM	:30	\$350.00		5p Local 12 News at Fiv	(5:00:00 PM-5:30:00 PM)	BROWN 4 SENATE		P-3	5	MWASH-
09/24/12	Monday	5:03:13 PM	:30	\$350.00		5p Local 12 News at Fiv	(5:00:00 PM-5:30:00 PM)	BROWN 4 SENATE		P-3	2	MWASH-
											5	
Line: 4												
09/18/12	Tuesday	6:05:52 PM	:30	\$900.00	OHSB-T	6p Local 12 News at Six	6:00 PM-6:30 PM	BROWN 4 SENATE		P-2	5	MWASH-
09/19/12	Wednesday	6:28:41 PM	:30	\$900.00	OHSB-T	6p Local 12 News at Six	6:00 PM-6:30 PM	BROWN 4 SENATE		P-2	1	MWASH-
09/20/12	Thursday	6:12:53 PM	:30	\$900.00		6p Local 12 News at Six	6:00 PM-6:30 PM	BROWN 4 SENATE		P-2	2	MWASH-
09/21/12	Friday	6:20:02 PM	:30	\$900.00		6p Local 12 News at Six	6:00 PM-6:30 PM	BROWN 4 SENATE		P-2	3	MWASH-
09/24/12	Monday	6:12:28 PM	:30	\$900.00		6p Local 12 News at Six	6:00 PM-6:30 PM	BROWN 4 SENATE		P-2	4	MWASH-
											5	
Line: 5												
09/18/12	Tuesday	7:45:08 PM	:30	\$850.00	OHSB-T	M-F 730p-8p	7:30 PM-8:00 PM	BROWN 4 SENATE		P-2	1	MWASH-
09/19/12	Wednesday	7:36:00 PM	:30	\$850.00	OHSB-T	M-F 730p-8p	7:30 PM-8:00 PM	BROWN 4 SENATE		P-2	3	MWASH-
09/20/12	Thursday	7:57:41 PM	:30	\$850.00		M-F 730p-8p	7:30 PM-8:00 PM	BROWN 4 SENATE		P-2	2	MWASH-
09/21/12	Friday	7:51:14 PM	:30	\$850.00		M-F 730p-8p	7:30 PM-8:00 PM	BROWN 4 SENATE		P-2	5	MWASH-
09/24/12	Monday	7:42:22 PM	:30	\$850.00		M-F 730p-8p	7:30 PM-8:00 PM	BROWN 4 SENATE		P-2	4	MWASH-
											5	
Line: 6												
09/19/12	Wednesday	7:57:56 PM	:30	\$3,000.00	OHSB-T	Wed Spec	(8:00:00 PM-9:30:00 PM)	BROWN 4 SENATE		P-2	1	MWASH-
											1	
Line: 7												
09/24/12	Monday	10:43:00 PM	:30	\$3,000.00		Mon Reg 3	10:00 PM-11:00 PM	BROWN 4 SENATE		P-2	1	MWASH-
											1	
Line: 8												
09/18/12	Tuesday	11:21:30 PM	:30	\$800.00	OHSB-T	11p M-Su Local 12 New	11:00 PM-11:35 PM	BROWN 4 SENATE		P-3	3	MWASH-

[Filtered by:] [Sorted by: Station]

Spot Manager: All, 09/18/12-09/24/12



Date	Weekday	Air Time	Length	Rate	Ad-ID	Inv. Code (Booked)	Time Period	Order Product Description	Estimate #	Priority	Spot #	AE
Advertiser: Sherrod Brown for Senate												
Agency: Shorr Johnson Magnus												
Station: WKRC-TV												
Order: 56978												
Line: 8												
09/19/12	Wednesday	1:19:19 PM	:30	\$800.00	OHSB-T	11p M-Su Local 12 New	11:00 PM-11:35 PM	BROWN 4 SENATE		P-3	5	MWASH
09/20/12	Thursday	1:19:12 PM	:30	\$800.00		11p M-Su Local 12 New	11:00 PM-11:35 PM	BROWN 4 SENATE		P-3	2	MWASH
09/21/12	Friday	12:33 PM	:30	\$800.00		11p M-Su Local 12 New	11:00 PM-11:35 PM	BROWN 4 SENATE		P-3	6	MWASH
09/22/12	Saturday	12:05 PM	:30	\$800.00		11p M-Su Local 12 New	11:00 PM-11:35 PM	BROWN 4 SENATE		P-3	4	MWASH
09/23/12	Sunday	12:27:07 PM	:30	\$800.00		11p M-Su Local 12 New	11:00 PM-11:35 PM	BROWN 4 SENATE		P-3	7	MWASH
09/24/12	Monday	1:34:30 PM	:30	\$800.00		11p M-Su Local 12 New	11:00 PM-11:35 PM	BROWN 4 SENATE		P-3	1	MWASH
				\$5,600.00								7
Line: 9												
09/22/12	Saturday	7:58:56 AM	:30	\$350.00		CBS This Morning Satu	(8:00:00 AM-9:00:00 AM)	BROWN 4 SENATE		P-2	1	MWASH
				\$350.00								1
Line: 10												
09/22/12	Saturday	9:04:08 AM	:30	\$350.00		CBS This Morning Satu	(9:00:00 AM-10:00:00 AM)	BROWN 4 SENATE		P-2	1	MWASH
				\$350.00								1
Line: 11												
09/23/12	Sunday	10:29:26 AM	:30	\$450.00		CBS Sun Morning	(10:00:00 AM-10:30:00 AM)	BROWN 4 SENATE		P-2	1	MWASH
				\$450.00								1
Line: 12												
09/23/12	Sunday	9:52:49 AM	:30	\$450.00		CBS Sun Morning	(9:30:00 AM-10:00:00 AM)	BROWN 4 SENATE		P-2	1	MWASH
				\$450.00								1
Line: 13												
09/22/12	Saturday		:30	\$100.00		Sat 105a-205a	105a-205a	BROWN 4 SENATE		P-3	1	MWASH
09/22/12	Saturday		:30	\$100.00		Sat 105a-205a	105a-205a	BROWN 4 SENATE		P-3	2	MWASH
				\$200.00								2
Line: 14												
09/21/12	Friday		:30	\$150.00		Late Late Show	1235a-135a	BROWN 4 SENATE		P-2	1	MWASH
				\$150.00								1
Line: 15												
09/20/12	Thursday	1:45:18 XM	:30	\$25.00		430-5a News	430a-5a	BROWN 4 SENATE		P-4	1	MWASH
				\$25.00								1
				\$24,950.00								39
				\$24,950.00								39
				\$24,950.00								39
				\$24,950.00								39
				\$24,950.00								39
				\$24,950.00								39

[Filtered by:] [Sorted by: Station]